



## pehlaVenture - experiencing entrepreneurship

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@ Anjana Vidya Kendra - July-Oct 2016





*pehlaVenture  
experience entrepreneurship*

*5 Ventures by VII Graders*

*An experiential program at  
Anjana Vidya Kendra*



# About the book

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*Journey of pehlaVenture entrepreneurial program run in a rural school outside Bangalore between July to October 2016. Anjana Vidya Kendra is a rural school in Despandeguttahalli, about 40Kms from Bangalore, tucked in the midst of fields and farms - A school founded and run by Dr Channa Raju, to fill the educational void in rural areas.*

*In about 50 hours spread over 3 months, 5 companies were formed by a group of 27 children (12 year old) from VII grade. The book highlights the companies formed by the children, the creative products their built and sold, their pehla venture.*

*Special thanks to Dr. Channa Raju and Ms. Navaneetha who gave us the opportunity to run the program with Anjana children.*

*A true volunteer has no barriers. My sincere gratitude to Mr. Deepak Gupta for his passion to volunteer & help with pehlaVenture program. We are proud to have Deepak as our pehla volunteer.*

*Teachers make children feel at home. Ms. Yashodha,,Ms. Nanya, Ms. Sukanya, Ms. Malathi, Ms. Sashikala, Ms. Sangeetha, Ms. Meenakshi, Ms. Flora and Mr. Anantharaman, encouraged children during the program. Thank you for your support..*

*Gokul V Subramaniam  
<http://www.pehlaventure.com>*









## Hosa Story

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Hosa Story, Art with P(F)assion

A company co-founded by Nandushri, Yashaswini, Keerthi, Thalir, Karthik and Shashank - All from Grade 7 and are 12 years old.

Company produces skits (Plays) based on themes and sells the CD with skit along with the fashion used in the skit.

Their latest production is a play based on "Relationships". Buy the CD and the fashion jewelry used in the play











## Earthy Fashion

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Earthy Fashion - Shine with Earth

A company co-founded by Harshavardhan, Geetha, Mahalakshmi, Anusha, Kishan - All from Grade 7 and are 12 years old.

Company produces jewelry from earthy material like Clay. They make artistic clay ear rings, sculptures, necklace, rings and bracelets.











# Cookie Tales

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## Cookie Tales - Delicious Stories

A company co-founded by Kavin, Varshith, Manasa, Aditya, Mallikarjun and Sangeetha - All from Grade 7 and are 12 years old.

Company authors and publishes short stories with original rural and rare india food recipes. Stories are rich in originality, art and taste.

Their latest product includes their first book with 2 parts Sweet Adventures and Spicy Tales filled with 7 lip-smacking stories.









## Bamboo Pathya

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Bamboo Pathya - Nature meets Poetry

A company co-founded by Yashaswini, Chaithanya, Ajay, Chandan and Hemanth - All from Grade 7 and are 12 years old.

Company produces craft with Bamboo and Old CD, adding art, poetry and thoughts into them - creating unique home decor.

They have CD and Bamboo products that are single or a series with art work and poetry











## Manne Model

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Manne Model - Build Grow and Be Happy

A company co-founded by Darshan H V, Darshan M, Yashwanth, Ujwala and Chandana - All from Grade 7 and are 12 years old.

Company produces architectural miniature house models.

They have products that are personalized house models with name of the houses and names of family members inscribed on them.













# pehlaVenture

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*pehlaVenture is a dream project of Gokul V Subramaniam, that allows children and youth in India to experience entrepreneurship*

*pehlaVenture delivers an experiential program to build entrepreneurial mindset at a young age.*

*Today, first exposure to business & entrepreneurial education is at the graduate and post-graduate level. Children have ample opportunities and several mechanisms to pursue many fields (Ex: Science, Sports, literature etc) progressively but none for entrepreneurial interests.*

*The Indian academic system creates foundation for students to become excellent employees but not employers or job creators. India needs more employers and home-grown entrepreneurs over the next 2 decades given possibility over-supply of skilled young talent.*

*pehlaVenture through its program develops entrepreneurship acumen among children. The program use innovative methods to take children through the journey of setting up a business - from ideation to business realization.*

*You don't need wings to fly !*